

NAESCO's 24th Annual Conference

Event Sponsorship

Advertising

Vendor Exhibition

Distinguish Your Company as an Industry Leader

**The Ritz-Carlton, Huntington Hotel & Spa
Pasadena, California
October 24-25, 2007**

Summary of Opportunities

I. Exhibition Showcase

- Booth - 10'x 10'
 - NAESCO Member \$1,650
 - Non-Member \$2,150
- Table - 6 x 30"
 - NAESCO Member \$1,350
 - Non- Member \$1,850

II. Sponsorship Packages

- Platinum Sponsor \$10,000
- Gold Sponsor - Thursday Luncheon \$5,000
- Gold Sponsor - Golf Outing \$5,000
- Silver Sponsor – Thursday Reception \$3,500
- Silver Sponsor - Board Vendor Lunch \$3,500
- Silver Sponsor - Continental Breakfast \$3,500
- Silver Sponsor - Showcase Breaks \$3,500
- Silver Dollar Sponsor - Casino Table Host \$2,500
- Bronze Sponsor - Conference Supporter \$2,000

III. Conference Advertising

- Full Page Ad Color \$1,250
- Full Page Ad B&W \$950
- Inside Back Cover Color \$1,500
- Inside Front Cover Color \$1,500
- Back Cover Color \$1,750

NAESCO CONFERENCES ARE A PREMIER VENUE

- Create brand awareness
- Promote your corporate expertise
- Increase product and services recognition
- Expand sales opportunities with existing clients
- Build new client relationships
- Take your visibility up a notch
- Support the Association and industry

Packed with Prospects to Maximize Your Marketing Dollars

VENDOR SHOWCASE — Take the Lead!

NAESCO's vendor exhibition showcase attracts a significant number of repeat exhibitors. Why? It's packed with prospects and it's an exclusive environment with the right kind of attendees!

All vendors will receive:

- Either a 10x10' exhibition booth with a 6' table with drapery **OR** a 6"x30" skirted table. Each includes two chairs, wastebasket and company identification sign – Your Choice!
- One complimentary conference registration.
- Free listing in the conference program.
- Scheduled conference activities in the exhibit hall to build traffic and increase networking.
- An aggressive marketing campaign to ensure a large audience.
- Eligibility for a 15% discount on advertising.

*Take advantage of the value! This year's exhibition prices are the same as 2006 fees. Don't miss out – send in your application now along with a \$500 deposit to be guaranteed a spot. **Full payment is required prior to exhibitor setup.***

Vendor Showcase Opportunities

Tabletop or Booth Selection

Tabletop Exhibit (6'x30")

- NAESCO Member: \$1,350
- Non-Member: \$1,850

Booth (10'x10')

- NAESCO Member: \$1,650
- Non-Member: \$2,150

NAESCO Member Exhibitors to lunch with NAESCO Board of Directors

Wednesday October 24 12:15 pm – 1:15 pm

Don't miss this opportunity which is designed exclusively for NAESCO members.

Showcase Hours

Wednesday, October 24 6:00 pm – 8:00 pm
Thursday, October 25 7:30 am – 3:30 pm

Installation/Set-up

Wednesday, October 24 1:00 am – 5:00 pm

Dismantle/Tear-down

Thursday, October 25 3:30 pm – 5:30 pm

Not a member? Join NAESCO now by visiting our Website at www.naesco.org/membership

EVENT SPONSORSHIPS — Be a Leader!

Awareness + Access

Promote your products and services to conference attendees who represent every facet of the energy services industry. Don't miss these value-packed sponsorship packages designed for firms who want an efficient, high-impact marketing solution.

PLATINUM SPONSOR (Investment: \$10,000)

Casino Night Reception – Wednesday, October 24

This exciting event will be integrated with the Vendor Showcase so that attendees will be able to move between both spaces which are contiguous to each other. The gala sponsor will host the food and drink and individual sponsors will host the gaming tables themselves. This promises to be a lot of fun and an opportunity for attendees to meet informally in a relaxed atmosphere.

BENEFITS

- Half page black and white advertisement in the Conference Program Book
- Sponsorship table at entrance of the event to exclusively display your organization's promotional gifts and literature
- Credit on welcome signs posted at registration and at the event that you sponsor, and in the conference program
- Advance list of attendees sent to you one week prior to the conference
- Special name badges denoting sponsorship
- Your organization's name and logo listed in all marketing materials
- Profile of your company featured in the front section of the Conference Program Book
- Inclusion on a special page of NAESCO's Website with company logo, an organizational profile, and hyperlink to company Website

GOLD SPONSOR (Investment: \$5,000)

Choose among the following events:

Luncheon – Thursday, October 25th

At this event, attendees build new relationships, visit with old friends, and enjoy the observations of a noted speaker.

The Golf Outing – Tuesday, October 23rd

Always popular, the golf outing is held on the first day of the conference gathering.

BENEFITS

- Sponsorship table at entrance of the event to exclusively display your organization's promotional gifts and literature
- Credit on welcome signs posted at registration and at the event that you sponsor, and in the conference program
- Advance list of attendees sent to you one week prior to the conference
- Special name badges denoting sponsorship
- Your organization's name and logo listed in the brochure and on marketing materials
- Profile of your company will be featured in the front section of the Conference Program Book
- Inclusion on a special page of NAESCO's Website with your company logo, an organizational profile, and hyperlink to your company Website

SILVER SPONSOR (Investment: \$3,500)

Please select from the following Sponsorship Opportunities:

Closing Night Reception –Thursday, October 25th

This gathering, after a full day of meetings, is always well attended.

The NAESCO Board of Directors and Vendor Exhibitor Luncheon – Wednesday, October 24th

To be held at 12:15 pm, the NAESCO Board of Directors and the NAESCO Member Vendor Exhibitors and Sponsors will lunch together.

The Continental Breakfast – Thursday, October 25th

Attendees will start the day gathered at this buffet of bagels, fruits, pastries, coffee, and tea.

The Vendor Showcase Breaks – Thursday, October 25th

Refreshments are offered during the morning and afternoon breaks when attendees visit the Vendor Showcase Exhibit hall.

BENEFITS

- Credit on welcome signs posted at registration and at the event that you sponsor
- Advance list of attendees sent to you one week prior to the conference
- Special name badges denoting sponsorship
- Your organization's name and logo listed in the brochure, and on all marketing materials
- Profile of your company featured in the front section of the Conference Program Book
- Inclusion on a special page of NAESCO's Website with your company logo, an organizational profile, and hyperlink to your company Website

SILVER DOLLAR SPONSOR (Investment: \$2,500)

Gaming Table Host

Be part of the "Casino Night" to be held on the opening night of the conference. Sponsor one of the gaming tables sure to be a popular gathering spot.

BENEFITS

- Credit on welcome signs posted at registration and at the event that you sponsor
- Advance list of attendees sent to you one week prior to the conference
- Special name badges denoting sponsorship
- Your organization's name and logo listed in the brochure, and on all marketing materials
- Profile of your company featured in the front section of the Conference Program Book
- Inclusion on a special page of NAESCO's Website with your company logo, an organizational profile, and hyperlink to your company Website

BRONZE SPONSOR (Investment: \$2,000)

As a general conference supporter, you will be visibly showing your support for NAESCO and the industry.

BENEFITS

- Credit on welcome signs posted at registration and at the event
- Special name badges denoting sponsorship
- Your organization's name and logo listed in the brochure and on marketing materials
- Profile of your company featured in the front section of the Conference Program Book
- Inclusion on a special page of NAESCO's Website with your company logo, an organizational profile, and hyperlink to your company Website

ADVERTISING — Be in a *Leadership Position*

The Conference Program Book is considered a keeper by attendees. When a conference attendee reaches for a program book, why not let him see your company message again and again and again?

For Three Days in October, the NAESCO Program Book is a Must. Multiple viewings are the rule as attendees pour through the book repeatedly. Big impact. Low cost. The thing speaks for itself. Really.

Advertising Deadline September 20, 2007!

Please e-mail your ad to naescoconference@thebalcomgroup.com.

***Exhibitors are eligible for a 15% discount on all interior ads.*

- | | |
|----------------------------|---------|
| ➤ Full Page Ad Color | \$1,250 |
| ➤ Full Page Ad B&W | \$950 |
| ➤ Inside Back Cover Color | \$1,500 |
| ➤ Inside Front Cover Color | \$1,500 |
| ➤ Back Cover Color | \$1,750 |

To Confirm Your Participation as an Exhibitor, Advertiser, or Sponsor

Exhibitors should complete, sign, and forward the enclosed exhibit space application with a \$500 deposit. Advertisers and Sponsors do not have to provide a deposit with the order form. Sponsorships will be confirmed via a separate letter of agreement. A confirmation of space will be returned to the exhibitor upon receipt of the contract and deposit. Register early to secure prime exhibit space.

If you wish to include an ad in the conference program, indicate your preference on the order form. Advertisements will be distributed throughout the conference program at the discretion of NAESCO. Note that all ads must conform to the ad sizes listed. Bleeds are not acceptable. **Camera-ready art must be received by NAESCO no later than September 20th.** Please e-mail your ad to naescoconference@thebalcomgroup.com.

To Submit Your Payment

Method of Payment

Exhibit payment **MUST** be received by check or credit card prior to exhibitor setup. **Sponsorship fees must be paid prior to the conference and advertising fees must be received prior to September 20th.** Any Vendor Request for Cancellation of the space commitment must be made in writing and received by NAESCO no later than September 21st, 2007. NAESCO will retain the deposit but no additional monies would be required from the Vendor if the cancellation request is received by NAESCO by the September 21st deadline.

Any questions can be directed to Terry Balcom at 804.580.8353 or naescoconference@thebalcomgroup.com. The completed application and check should be sent to:

National Association of Energy Service Companies
c/o The Balcom Group
992 Locust Cove Road
Heathsville, VA 22473
804.580.8353 (p)
804.580.8354 (f)
naescoconference@thebalcomgroup.com

Preliminary Schedule of Events

Tuesday, October 23rd

Golf Tournament

Wednesday, October 24th

1:00 pm - 5:00 pm

Exhibitor Set up

12:15 pm – 1:15 pm

Member Exhibitor/NAESCO Board luncheon

2:15 pm - 5:30 pm

Opening Session

6:00 pm - 9:00 pm

Casino Night

Thursday, October 25th

7:30 am - 8:30 am

Breakfast in Vendor Showcase

10:15 am - 10:30 am

Break – To be held in the Vendor Showcase

12:30 pm - 1:30 pm

Luncheon – Opportunity for Vendors to informally network with attendees at sit-down lunch

1:30 pm - 2:00 pm

Dessert and Break to be hosted in Vendor Showcase

3:30 pm - 5:30 pm

Exhibitor tear down

5:00 pm - 6:00 pm

Wine and Cheese Reception

NAESCO ANNUAL CONFERENCE October 24-25, 2007

Exhibit/Sponsorship/Advertising Form

Please print or type

Company Information

List this information exactly as it should appear in all conference promotional material and on NAESCO's Website. Please type or print clearly to ensure that published information is correct.

Company _____

Address _____

City/State/Zip Code _____

Phone _____ Fax _____

E-Mail _____ Website _____

Company Contact Prior to the Conference

Name _____

Phone _____ Fax _____ E-mail _____

I. Vendors: Tabletop or Booth Selection

Tabletop Exhibit (6'x30')

- NAESCO Member: \$1,350
- Non-Member: \$1,850

Booth (10'x10')

- NAESCO Member: \$1,650
- Non-Member: \$2,150

Each booth receives one complimentary registration- Please list below the person to receive the complimentary registration. Complimentary registrant must be with exhibiting company.

Name _____

Title _____

City/State/Zip Code _____

Phone _____ Fax _____ E-Mail _____

Additional Conference Registrations *(You may register up to two additional people at a 50% discount from the registration fee. The registration fee is \$795 for members and \$895 for non-members)*

1) Name _____

Title _____

Address _____

City/State/Zip Code _____

Phone _____ Fax _____ E-Mail _____

2) Name _____

Title _____

Address _____

City/State/Zip Code _____

Phone _____ Fax _____ E-Mail _____

Please provide a brief description (50 words or less) of your company and what product(s)/service(s) will be on display at NAESCO's Annual Conference Vendor Showcase. This description will appear in the Vendor Profiles and on the NAESCO Virtual Vendor Showcase section of the website. If your description exceeds 50 words, NAESCO reserves the right to edit. **Please email this description to naescoconference@thebalcomgroup.com.**

II. Sponsorship Packages

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III. Conference Advertising

- Full Page Ad Color \$1,250
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- Inside Back Cover Color \$1,500
- Inside Front Cover Color \$1,500
- Back Cover Color \$1,750

Payment Information

Sponsor Package	\$ _____
Exhibit Package	\$ _____
Advertisement	\$ _____
Additional Registrations (up to 2 for exhibitors)	\$ _____
Total cost	\$ _____
Deposit for booth enclosed (minimum of \$500)	\$ _____
Balance Due	\$ _____

Method of Payment

- Check enclosed, number: _____
- Credit Card # - - -
- __ Visa __ MasterCard __ American Express
- Expiration Date: ____/____
- Billing Zip Code: _____
- Signature _____

Signature of this application signifies acceptance of the **Rules and Regulations** of NAESCO's Vendor Showcase.
(See following pages.)

Signature _____

Date _____

Hotel Information

The meeting will be held at The Ritz-Carlton, Huntington Hotel & Spa

The Ritz-Carlton, Huntington Hotel & Spa
1401 South Oak Knoll Avenue
Pasadena, California 91106
800.241.3333

A special, discounted rate of \$209 is being offered for single or double occupancy rooms. These rates do not include applicable taxes. All reservations require a one-night's deposit and cancellations are accepted prior to 24 hours of arrival.

To make your reservations, please **call the hotel directly at 800.241.3333** and identify yourself as a NAESCO meeting attendee. This **rate is offered only until October 1st** and after that date a higher rate will apply. A limited number of rooms are available so call now.

Affiliated Policy

Affiliate groups/exhibitors desiring space for meetings and social events that are not official NAESCO events must submit a letter of request to NAESCO four weeks prior to the conference. No entertaining, social functions, focus groups, or symposia may be scheduled in conflict with official NAESCO events.

Rules and Regulations - Vendor Showcase

1. Exhibits shall be arranged so as not to obstruct the general view nor hide the exhibits of others.
2. The exhibitor assumes all responsibility for compliance with all applicable local, city, and state ordinances, including but not limited to fire, safety, and health. All exhibit equipment and materials will be reasonably located within the booth and protected by safety devices when necessary. Only fireproof materials may be used in the displays and all necessary fire precautions will be taken by the exhibitor.
3. Rules and regulations for union labor are made by the local unions and these regulations may be changed at any time. Where union labor is required because of building or contractor requirements, it will be necessary for the exhibitor to comply with those regulations.
4. If moving pictures or sound devices are used, the exhibitor agrees to comply with union requirements for the operation of the equipment. Sound movies or devices will be permitted if tuned to conversational level and if not objectionable to neighboring exhibitors. It shall be the responsibility of exhibitors wishing to play music in their booths to secure the necessary music licensing agreements and fee payments from the appropriate agencies. NAESCO bears no responsibility for any legal action, fines, or litigation incurred by exhibitors who have not obtained said agreements and/or made said payments. NAESCO reserves the right to restrict the use of glaring lights or objectionable lighting or sound effects.
5. Exhibitors are prohibited from distributing literature or souvenirs from outside the boundaries of their booth. This includes canvassing other exhibits before or during the show. Canvassing in exhibit halls or distribution of advertising matter or souvenirs by representatives of non-exhibiting firms is strictly forbidden.
6. Under no circumstances will the delivery or removal of any portion of an exhibit be permitted during the show hours without permission from NAESCO.
7. Booths should be staffed by technical specialists who should be qualified to discuss product details of their products. *All booths must remain intact until the close of the Showcase.*
8. Whenever possible, crates or boxes will be stored under cover. NAESCO assumes no responsibility for damage or loss of packing boxes or crates.
9. It is mutually understood and agreed that NAESCO shall use proper and reasonable care to have all power services installed in time for the opening of the show. Proper and reasonable care shall be taken to prevent the interruption of power services during the exhibition. However, NAESCO shall not be held responsible for late installation or any interruption that may occur.
10. NAESCO reserves the right, should any rented exhibitor's space remain unoccupied on the opening day, or should any space be forfeited due to failure to make proper payment, to rent said space to any other exhibitor, or use said space in any other manner NAESCO feels necessary. This clause shall not be construed as affecting the obligation of the exhibitor to pay the full amount specified in the contract for space rental. When a space application is accepted and space is assigned, the exhibitor is liable for full payment.
11. Neither NAESCO, nor its agents or representatives will be responsible for any injury, loss or damage that may occur to the exhibitor or the exhibitor's employees or property from any cause whatsoever. Under no circumstances will NAESCO be liable for lost profit or other

incidental or consequential damages. *Exhibitors shall obtain, at their own expense, adequate insurance against any such injury, loss, or damage.* NAESCO shall not be liable for failure to perform its obligations under this contract as a result of strikes, riots, acts of God, or any other cause beyond its control. Anyone visiting, viewing, or otherwise participating in the exhibitor's exhibit is deemed to be the invitee or licensee of the exhibitor, rather than the invitee or licensee of NAESCO. NAESCO shall not be liable for any injury to, or loss of, property of the exhibitor or injury to persons conducting or otherwise participating in the conduct of the exhibit or to invitees or guests of the exhibitor. Exhibitors assume full responsibility and liability for the actions of their agents, employees of independent contractors, whether acting within or without the scope of their authority and agree to hold harmless NAESCO, the exhibit hall and the hotel or facility at which showcase is being held from responsibility for liability resulting directly, or indirectly, or jointly, from other causes which arise because of the actions or omissions of its agents, employees, or independent contractors, whether within or without the scope of authority. There is not another agreement or warranty between the exhibitor and NAESCO except as set forth in this document. The rights of NAESCO under this contract shall not be deemed waived, except as specifically stated in writing and signed by an authorized officer of NAESCO.

12. NAESCO will make sure that the exhibit area is locked during hours the exhibit area is not open to the public to the extent that the property can be locked. However, exhibitors are solely responsible for their own exhibits and material and should insure the exhibit against loss or damage from any causes whatsoever. All property of an exhibitor are understood to remain in their care, custody, and control in transit to, and from, and within the confines of the exhibit hall.
13. In case the hall is damaged or destroyed by fire, elements, or any other cause, or if circumstances shall make it impossible for NAESCO to permit an exhibitor or exhibitors to occupy the space assigned during any part or the whole of the period covered, then during such circumstances, NAESCO will not be liable for the fulfillment of this contract as to the delivery of space and the exhibitor shall be reimbursed a proportionate share of the space rental.
14. Full payment of space rental must be made by prior to exhibitor setup. Should any exhibitor fail to comply with this requirement, NAESCO has full authority to cancel any or all space assigned to the applicant, and to retain the deposit. In the event that it becomes necessary for NAESCO to engage outside services for the collection of any outstanding payments, the exhibitor agrees to pay all legal fees incurred.
15. Exhibitors shall be responsible for obtaining any licenses, permits, or approvals required under local or national laws applicable to their activity at the exposition. Exhibitors shall be responsible for obtaining any tax identification numbers and paying all taxes, license fees, or other charges that shall become due to any governmental authority in connection with their activities at the exposition.
16. In the event that a contracted exhibitor wishes to cancel the allotted exhibit space before September 21, 2007, the \$500 deposit payment will be forfeited but the exhibitor will not be responsible for any additional monies associated with the Showcase. All cancellations should be in writing and mailed to NAESCO Conference, 992 Locust Cove Road, Heathsville, VA 22473 or faxed to 804.580.8354 or emailed to naescoconference@thebalcomgroup.com. NAESCO assumes no responsibility for having included the name of the defaulting exhibitor in the show catalogue, brochures, news releases, on the Website, or other materials.